



Tourism Development Council Retreat

AGENDA

Wednesday

January 31, 2024

9:00 a.m. – 3:30 p.m.

In person: Hilton Garden Inn 30800 SW Parkway Ave, Wilsonville, OR 97070

Tourism's Mission: Enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County's Transient Room Tax

There are no action items at retreat. Budget actions will be at the February 14th TDC meeting.

8:45 a.m. **Breakfast Snacks Served**

9:00 a.m. **Welcome/Call to Order/Introductions/Agenda Overview & Declaration of Conflicts**

David Penilton, Chair

Welcome to the Hilton Garden Inn Wilsonville Portland

Hotel Staff

Kickoff Activity

Casey Knopik, Communications & PR Specialist Sr.

Discussion Items

State of the Destination – Annual data and trends

Ithaca Janzen, Tourism Program Specialist Sr.

Destination Opportunities & Needs- TDC perspectives

Aaron Liersemann, Destination Development Specialist Sr.

Identifying Priorities – guiding the next 3-5 years

Samara Phelps, Executive Director

Lunch Taco Bar with vegetarian and gluten free options

Budget Discussions

Budget Approach

Samara Phelps

FY 24/25 Recommended Budget

Samara Phelps

Annie Austin, Marketing & Communications Lead

Jim Austin, Destination Development & Community Relations Lead

Carryover & Opportunities for Projects

Samara Phelps

Closing comments and thoughts

TDC & Staff

3:30 p.m. **Adjourn**

David Penilton